

# MyProductionGuide.com™

The Premier Source for Worldwide Commercial Budgeting

## 2008 Media Guide

MyProductionGuide.com™  
The Premier Source for Worldwide Commercial Budgeting

Instant Costs. Instant Information. Worldwide.

Find Your Desired City for Bidding  
Los Angeles, California, USA  
By Country

Select your Location. Start your Budget. Realistic Costs. Local Production Contacts. Locations Worldwide.  
New Locations Added Every Month. Real-time Budgeting. Real-time Conversion. Real-time Planning.

Need Equipment? Services? Crew?  
Hiring on Instant Location?  
**Visit our Advertisers.**

Budgeting Categories > About Us > Help/FAQ > Contact Us > Advertise With Us > List your City/Company

City Overview	Los Angeles, California, USA			
Local Contact	CONTACT: Stuart Schenck	Company: Production Concepts, Inc.	Tel: 310-465-3069 Los Angeles	Fax: 310-465-3069 All Offices
Production & Location	Email: production@MyProductionGuide.com			
Crew Rates				
Talent Rates				
Stages				
16mm Camera	<b>35mm CAMERA:</b>			
35mm Camera	<b>35mm Camera Equipment Availability   35mm Camera Equipment Costs</b>			
Video Playback	<b>36mm Camera Equipment Availability</b> (Click on the question mark for definitions of Availability)			
HD Camera & Tape Stock	36mm Aaton Camera Equipment		Commonly Available.	
Raw Stock & Film Labs	35mm Arriflex Camera Equipment		Commonly Available.	
Dollies/Trucks & Post	36mm Eyemo Camera Equipment		Commonly Available.	
Grip, Dollys, Cranes & Camera Cars	35mm Panavision Camera Equipment		Commonly Available.	
Music	36mm Photosonics Equipment		Commonly Available.	
	35mm Underwater Housing		Commonly Available.	
	36mm Other Manufacturers Contact		Commonly Available.	

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## Why?

### Specifically Target Producers Who Have Production Money Ready To Spend

MyProductionGuide.com is the largest, searchable database of global commercial production costs and logistical information online. As a free-to-access website, MyProductionGuide.com offers Advertisers a key targeted market: The Producer with a production budget to spend in your marketplace.

Producers and Production Managers utilize MyProductionGuide.com to obtain costs and prepare productions. Specifically, MyProductionGuide.com is designed for Producers who need to film in a city other than their own. These are people that will travel to reach these locations and have limited means to know what is available in your market. Once on location, these Producers are the decision makers with production money to spend, and they will need to hire production and post-production equipment, services, and crew.

MyProductionGuide.com is both global in the range of Producers and Production Companies, worldwide, that utilize the site, and in the number of U.S. and International locations presented. This combination provides an ideal platform for advertisers of any size: the individual as well as the company with one office, an office in a few cities, or companies with a global presence. Place your Banner Ad today to reach that visiting Producer.

# BANNER AD POSITIONS



MyProductionGuide.com is designed to provide targeted Banner Ad placement offering high visibility on an uncongested page.

Advertising on MyProductionGuide.com is limited to one Home Page position and only four positions per Content Page.

## Key Features:

- Uncluttered Pages - minimal Banner Ad positions per page & no Google-type Ads.
- No Rotating Ads.
- Select your desired position with Single Placement and Multi-Placement packages. Banner Ads can be placed instantly.
- Costs are low, monthly flat fees.
- All Banners offer a 45k maximum file size in either .jpg or .gif format. Animation okay (Flash is, currently, not accepted).

## Home Page Position

The Home Page offers one, prominently displayed position only. Large 728 x 90 with 45k maximum file size.



## Prominent & City/Category Content Pages Positions

- Top Banner  
728 x 90 with 45k maximum file size.
- Intra-Page Banner  
468 x 60 with 45k maximum file size
- Skyscraper Banner  
120 x 600 with 45k maximum file size  
(Skyscraper Banners may extend lower on certain webpages than page content and will then appear lower in page than does the Bottom Banner.)
- Bottom Banner  
468 x 60 with 45k maximum file size  
(Bottom Banner is a fixed positioned just below content of page. In cases where the Skyscraper Banner extends below the actual page content, Bottom Banner will reside higher on the page).

The above four positions can be found on all Prominent Pages (Join Now, FAQ, etc...) as well as the following Category Pages that appear in each City:

- |                                     |                        |
|-------------------------------------|------------------------|
| 16mm Camera                         | HD Camera & Tape Stock |
| 35mm Camera                         | Local Contact          |
| Aerial                              | Production & Casting   |
| Art, Make-up & Wardrobe             | Raw Stock & Film Labs  |
| City Overview                       | Sound                  |
| Crew Rates – Page One               | Stages                 |
| Crew Rates – Page Two               | Talent Rates           |
| Dailies/Rushes & Post               | Trucking & Rental Cars |
| Electric                            | Video Playback         |
| Grip, Dollies, Cranes & Camera Cars |                        |

## PLACEMENTS, RATES & DISCOUNTS

MyProductionGuide.com offers a variety of Placement Options that will satisfy individuals as well as both small and large companies. Do you want to target a Production Company Producer to your services? Then place a single Banner Ad on the Category page that best matches the services your company offers. Have a presence in multiple cities? Then specifically place your Ad on the appropriate Category Pages of those Cities. Are you a globally recognized company? Then select your desired Category and have your Banner Ad appear on that page for every City (during your time period) throughout the site.

Following are the various placement options with corresponding Rates, Automatic Frequency Discounts, Volume Discounts and Package Prices. All costs are in U.S. Dollars

### Home Page

There is only one Banner Ad that appears on the Home Page. This provides Exclusive Exposure to this highly trafficked page.

Position	Monthly Rate	Frequency Discount
Home Page	\$1,600/ month	\$1400/ month for 3 or more months

### Specific Position

Place one or more Banner Ads in the specific positions you prefer. Select your preferred Category page (35mm Camera, Stages, Grip, etc...) for the City or Cities that best suit your needs. Then select one of four page positions.

MyProductionGuide.com offers 18 Category Pages per City allowing you to best target your product or service. Specific Position is ideal for Individuals and Small Companies looking to target Producers by selecting the Category of your City that best suits your needs. For companies with offices in multiple cities, Specific Position allows you to brand your company in all Cities where you have a presence.

When placing as few as two Banners, you automatically receive volume discounting pricing on all your Specific Position (and Prominent Pages) placed Banner Ads. See **Multi-Placement Discount (Volume Discounts)** for further information.

### Prominent Pages

Choose one of our eight trafficked Prominent Pages to reach a wider, mixed market, such as the popular Member Login page which every user must visit when accessing MyProductionGuide.com.

The eight Prominent Pages are:

[About Us](#)   [Advertise with Us](#)   [Contact Us](#)   [Help/FAQ](#)   [Join Now](#)   [List Your](#)   [Member Login](#)   [Take a Tour](#)

When placing as few as two Banners, you automatically receive volume discounting pricing on all your Prominent Pages (and Specific Position) placed Banner Ads. See **Multi-Placement Discount (Volume Discounts)** for further information.

### RATES: Specific Position and Prominent Pages

Position	Monthly Rate	Frequency Discount
Top Banner	\$300/ month	\$265/ month for 3 or more months
Skyscraper	\$280/ month	\$245/ month for 3 or more months
Intra-Page	\$250/ month	\$220/ month for 3 or more months
Bottom Banner	\$200/ month	\$175/ month for 3 or more months

### Multi-Placement Discount (Volume Discounts)

Applicable to Specific Position & Prominent Position Banners only. Discount indicated will be applied to all Specific Position and Prominent Position Banners in your Cart.

Place as few as two Specific Position and/or Prominent Position, at time of order, and receive additional discounted pricing:

Number of Banners	Volume Discount
2 Banners	5% Discount on total of all Specific & Prominent Placement Ads
3 to 4 Banners	10% Discount on total of all Specific & Prominent Placement Ads
5 to 7 Banners	15% Discount on total of all Specific & Prominent Placement Ads
8 or more Banners	20% Discount on total of all Specific & Prominent Placement Ads

Continued:

Contact: [sales@MyProductionGuide.com](mailto:sales@MyProductionGuide.com)

Note 1: Any single Banner Ad placed for more than three months counts as one Placement. Please note that such an ad will already qualify for the Frequency Discount and will ALSO be further discounted by the Volume Discounting.

For example:

Purchase a Top Banner Ad for March for 35mm Camera in Los Angeles: \$300

Purchase a Top Banner Ad for March for 35mm Camera in Vancouver: \$300

Purchase a Top Banner Ad for March, April, May and June for Sound in Los Angeles: \$1060 (Frequency Discount rate of \$265 per month applied)

Sub-total is \$1660. Volume Discount of 10% (\$166 discount ) is then applied on these 3 placements for final total of \$1494.

## PACKAGE DEALS

MyProductionGuide.com offers several heavily discounted packages that offer great savings for Advertisers wishing to place single Banners over a wider number of pages or positions. These packages are much more cost effective than placing each position separately (even after factoring Volume Discounts).

### Own a Page:

Select your preferred City and Category Page (Aerial, Grip, 35mm Camera, etc...) and your Banner Ad will appear on all four Positions of that Category's page for your desired time period.

Position	Monthly Rate	Frequency Discount
Own a Page	\$775/ month	\$695/ month for 3 or more months

The Own a Page package offers a 25% discount over placing the Banner Ads individually. If placed individually, total cost, after applying Volume Discount, would be \$927 (\$1030 less 10% Volume Discount) .

### Own a City:

Select a City, choose one of four Positions and your Banner Ad will appear in that Position on every available page of that City during your desired time period.

Position	Monthly Rate	Frequency Discount
Top Banner	\$3,700/ month	\$3,250/ month for 3 or more months
Skyscraper	\$3,450/ month	\$3,025/ month for 3 or more months
Intra-Page	\$3,075/ month	\$2,700/ month for 3 or more months
Bottom Banner	\$2,775/ month	\$2,440/ month for 3 or more months

Please note: There are 19 Category Pages per City. If, for example, you were to place a Top Banner Ad individually, total cost, after applying Volume Discount would be \$4560. Own a City is the same as buying approximately 12 Banners for the price of 19. A significant savings.

At time of order you can check availability to see if any of the 19 pages are already taken. If so, it may still be cost effective for you to proceed with this package rather than individually place the Ad. Should you run your Ad for more than one month, your Ad will automatically take over any new space that becomes available.

### Run of Category:

An ideal placement for globally recognized companies, Run of Category allows you to select the Category (Stages, 35mm Camera, Raw Stock & Film Labs, etc...), select one of four Positions on that page, and your Banner Ad will appear on every available page of that Category throughout the entire site during your desired time period. As additional Cities are added, your Banner will automatically be positioned on those appropriate positions.

Position	Monthly Rate	Frequency Discount
Top Banner	\$3,600/ month	\$3,175/ month for 3 or more months
Skyscraper	\$3,350/ month	\$2,950/ month for 3 or more months
Intra-Page	\$3,000/ month	\$2,640/ month for 3 or more months
Bottom Banner	\$2,700/ month	\$2,375/ month for 3 or more months

At time of order you can check availability to see if any of the desired Pages are already taken. If so, it may still be cost effective for you to proceed with this package rather than individually place the Ad. Should you run your Ad for more than one month, your Ad will automatically take over any new space that becomes available.

Contact: [sales@MyProductionGuide.com](mailto:sales@MyProductionGuide.com)

## ADDITIONAL INFORMATION

### Contact Us/ Questions?

Contact us: 310-456-3049 or Sales@MyProductionGuide.com

While online, when placing your Banner Ad, click on the link “[? Instructions for Placing your Advertisement](#)” for step-by-step instructions and further information. Also click on the Help/ FAQ menu for further information.

### Placing Banner Ads

Placing an Ad is simple: Contact us or do it yourself directly from your computer to MyProductionGuide.com. Your Banner Ad will appear on MyProductionGuide.com shortly thereafter. To select and upload your Banner Ad:

1. Go to [www.MyProductionGuide.com](http://www.MyProductionGuide.com)
2. Click the Advertise with Us menu
3. Scroll to the bottom of the window that opens and click the Advertise With Us button.
4. Select Existing Advertiser (if not already selected) and then Login to your account, or select New Advertiser and complete the short registration form to create an account.
5. In the Ordered Advertisement Details window that opens, click the Start Here to Purchase Advertising button.
6. In the window that opens, select the desired options for placing your Banner Advertisement. Rates and availability are shown instantly.
7. Upload your Banner Ad in the space indicated and then type the web address your Banner will immediately link to when clicked.
8. Payment is securely handled online.

### Renew Your Banner Ad

Easily renew your Banner Ad online.

1. Click the Advertise With Us menu.
2. Scroll to the bottom of the window that opens and click the Advertise With Us button.
3. Select Existing Advertiser (if not already selected) and then Login to your account.
4. Click the Renew button on the Ordered Advertisement Details page.
5. Complete (or modify as desired) the order in the Advertisement Details page.

Please note: Frequency Discounts are only applied at time of purchase and do not continue with renewal. To continue with pre-existing Frequency Discounted rates, a minimum of three months must be placed at time of Renewal.

### Payment

You may pay online by credit card, bank transfer or PayPal. All of these transactions are securely handled through the PayPal system. Please note that you do not need to have nor create a PayPal account to pay via credit card or bank transfer. If you wish to pay by company check or other means, please contact us at 310-456-3049 or via [sales@MyProductionGuide.com](mailto:sales@MyProductionGuide.com).

- All Banner Ads run first of month through end of month. Placing an Ad after the first of any month, to start running in that month, is charged at the full monthly rate. Ads are not pro-rated.

### Advertiser Contract

For a copy of the **Advertiser Contractual Terms and Conditions** visit: <http://www.myproductionguide.com/adverties.php> Once on that page, click the link to “Download the Advertising Contract.” The Advertiser Contract must be reviewed and agreed upon when registering as an Advertiser in order to place Banner Advertisements.